

Simply Flabbergasted

We were simply Flabbergasted the first day of this sale! While we anticipated big crowds, never did we think the advertising of this sale would sell one-fourth the amount of merchandise we disposed of yesterday the opening day of this sale, but there is a reason.—Our aim has always been to please. Commercial ambition needs to be mixed with sincere ideals if a business is to have the largest measure of success. We find it is more profitable all around to devote every possible minute, and use every precaution to getting the best merchandise for our store, so when you come here to shop you may feel sure that what ever you buy will have quality combined with the lowest prices upon which a business can safely be run. Our motto at this store is: "No sale complete until the customer is satisfied." So—remember that during this sale any goods bought can be returned and money cheerfully refunded, as it will be our delight to see you entirely satisfied.

That is the reason we were Flabbergasted the opening day of this sale. Because—the good people of this county know our policy and realize that they are just as safe in letting us choose their merchandise for them as they are to make their own selection.

While we offered some terrific values the first day of this sale, the coming days will be your golden opportunity. This sale is so tremendous in value-giving the mind can hardly conceive its magnitude. Nothing can prevent your getting thrilled through and through when you visit this sale for yourself's sake and for the sake of those dependent upon you. Grasp this golden opportunity. The best selections of the entire sale will be waiting for your choosing now, and you are certain of making the biggest days earnings you have enjoyed for some time. Make sure to secure your share at this sale. Please read every item carefully—in other words—get posted on where and how to save.

\$1.25 Value 97c

**36 inch
Bath Robe Cloth 97c**

That firm woven quality when built into a fine garment will last a lifetime—and the colorings are new and handsome. A splendid value at \$1.25 the yard—but now only 97c in Klamath Falls greatest selling drive. A bath robe makes a splendid Christmas Gift. Start buying now.

\$2.00 Value \$1.44

Women's Winter Union Suits, cut to \$1.44

A timely sale that you should take advantage of right this fine bargain has melted now.—TOMORROW before away. Ribbed, fleece finished Unionsuits in high or low necks, short, elbow or long sleeves, knee or ankle lengths. All sizes. Wonderful values.

\$2.50 Values \$1.66

Women's Flannelette Gowns, \$1.66

A splendid quality close woven flannelette that will not knot in laundering—Made extra full and extra long. All are nicely trimmed in silk stitching. On sale in white and colors. Excellent garments for warmth and durability.

Our reg. \$2.50 Gowns at only \$1.66 in Klamath Falls Greatest Sale

\$7.00 Values \$4.88

Men's Pure Wool Sweaters \$4.88

Bradley Knit Slip-Over Sweaters. If you are going to buy a sweater, you want it chuck full of wool. We have here the finest stock of sweaters it has ever been your good fortune to choose from. Pure wool—All colors and combination of colors. The more particular you are about getting a good sweater the easier your selection is going to be at this sale.

\$7 values \$4.88

\$2.00 Values \$1.10

Men's Dress Shirts \$1.10

Soft double cuff dress shirts in brand new Fall colors. There is not a new shade in fine shirts that you cannot select here. They are cut full and comfortable. Absolutely fast colors, and they are tailored equal to the best custom shirts, which sell for triple this price. Our sale price is so low that it is the year's grand opportunity to buy a supply of shirts for years to come.

Men's Collegian Suits

Now within the reach of every man in Klamath Falls

\$35 Suits Cut to \$26.90

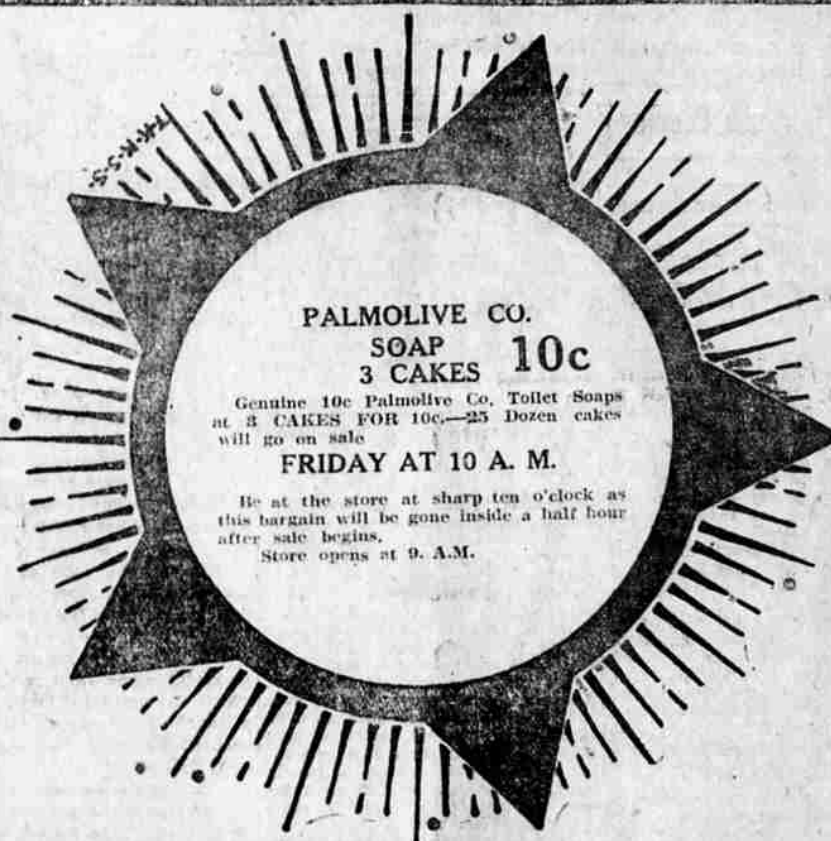
There is no exaggeration or misplacing of confidence in this line of \$35.00 suits because we want to retain your business. New weathers, new shades, new patterns and the cloth in these suits were intended for high grade custom tailors trade. Never finer woollens have been woven than are embodied in this line of \$35.00 suits. Just think of getting a fine new

Fall style suit for only \$26.90

Sheep Lined Coats \$11.80

None but the best sheep pelts—the good big woolly pelts. The man who is accustomed to wearing a sheep-lined coat knows there is a vast difference between the A-1 quality and the cheap grade, even to the collars of an unusual large size, which comes well up over the ears. There are only about 20 of these coats in the lot, and on account of the quality and durable workmanship,

at \$11.80 they will go quickly



Women's Coats \$19.77
Prices Begin at

Women's Dresses \$13.75
Prices Begin at

The Greatest Coat and Dress Event of its kind ever held in this part of the state! So important that no woman or Miss can afford to stay away. New Fashionable. Magnificent Bargains at prices that will astound you. They are so low. They come in ONE-OF-A-KIND, one as beautiful and wonderful as the other as far as values are concerned.—This is a stupendous offering of women's coats and dresses in the smartest styles imaginable. They all have just arrived from the best tailors, and you will undoubtedly express your appreciation of the extra good values.

REMEMBER—This is Klamath Falls' Greatest Sale.

Girl's 50c Ribbed Stockings

Black and dark brown to match the shoes—extra fine ribbed stockings with reinforced heel and toe—all sizes. **33c**

Women's \$1.50 Sport Hose

A hosiery sale that is rich in value-giving. All silk hose and woolen sport hose, some are silk clocked, the newest shades and mixtures and a enormous variety to choose from. Klamath Falls' greatest Hosiery sale at 99c per pair. **99c**

\$4.00 Shoes \$2.88

Boys Heavy Shoes \$2.88

Parents should come here for durable shoes for their boys. In this lot we offer American Boys Shoes of solid leather—both black and brown. All are double stitched for long service—extra heavy soles. Sizes 2 1/2 to 6. No better \$4.00 shoe made for school wear during the winter months.

Sale price \$2.88

\$5.00 Pumps \$1.88

Women's Pumps \$1.88

We are closing out this line of Kid and patent Pumps and black and brown Kid leather Oxfords. That is one reason why we are taking a heavy loss on every pair. All good common sense styles that sold from our regular stocks at \$5.00, and now they go at only

\$1.88 a pair—

Come Quick!

\$4.50 Shoes \$2.44

Men's Work Shoes \$2.44

Men who desire a good durable work shoe for winter year will do well if they give this value the once-over.

Shoes made from solid brown leather, strong upper, double sewed seams for double wear. We stand on our reputation for best shoes values in the county. All sizes now —COME.

\$8.50 Pumps \$4.44

Women's \$8.50 Oxfords \$4.44

More than A SALE—it's a give-away as far as profit and a portion of the cost is concerned—for here are fine stylish Low heel patent leather pumps and Oxfords going out to you at under wholesale cost.—We are determined to make this the most wonderful sale in the county. Come tomorrow and we'll prove it.

\$3.50 Values \$1.88

Women's \$3.50 Slippers and Julietts \$1.88

One and Two strap Kid and Patent Pumps—for street or morning wear at home.—All Kid leather Julietts that are made by experts for comfort \$3.50 values go into Klamath Falls' greatest shoe sale tomorrow at

Only \$1.88 a pair

Can we offer more?

Boys' 2 Pants Norfolk Suits Cut to \$9.88

Now you have the opportunity of selecting from the largest line of Boys clothing in this county—and our sale prices are mighty attractive.—Many buyers have made that statement in the last two days. Come and inspect these good, warm comfortable sturdy suits, for boys, blues, stripes, mixtures, plaids and overplaids, and they are made of the same cloth as Daddy's Sunday suit. There are all sizes up to 17 years of age.—And they have bloomer pants. Mothers will delight in looking over this line of boy's suits, and one suit could hardly please any loving mother, when the quality is known. Come in—Come tomorrow while stocks are most complete. \$12.50 and \$15.00 Suits at \$9.88.

Men's All Wool Caps

Stocks are complete and prices are down —WAY DOWN—for now you can buy an all wool stylish winter cap at \$1.33. The regular \$2.00 kind. All are fitted with warm turn-down ear coverings for use when needed. **\$1.33**

Women's \$5.75 Slip Over Sweaters

Handsome, stylish slip-overs, shown in plain shades and trimmed in Knit bands in contrasting colors. This is but one of the many surprises in good quality and leading style sweaters that await you here now. Many that arrived too late for the opening day of the sale but tomorrow morning they will be ready. Then too, with the big crowds and all the bustle and bustle many of the richest plans the first day were overlooked. Come tomorrow.

\$2.88

GOLDEN RULE
THE PEOPLE'S STORE

630 Main Street

Between the Two Theatres

Women's \$4.50 Union Suits Silk Top

Women's \$4.50 Union Suits with fine quality, flesh color silk top. Trimmed with silk ribbon shoulder straps. A beautiful combination garment at a sharply reduced price. See them tomorrow. **\$2.44**

Women's \$7.50 Scarf Sets

All pure wool knit scarfs with new style hat to match. Scarfs are about two yards in length and are shown in plain colors and fancy stripe effects and have fringed ends. Very new and desirable. **\$5.88**